

## **MAINSTREET BUSINESS DEVELOPMENT STRATEGIES**

### **Encourage Existing Business Growth and Stability**

- **Key Data – Trends, Developments**
- **Marketing Strategy**
- **Business Visits – Data Collection**
- **Develop Projects**
- **Monitor, Evaluate, Repeat**

### **Key Data – Trends, Developments**

### **Marketing Strategy**

### **Business Visits**

- **Obtain Commitment**
- **Organize Business Visits**
- **Visit Businesses and Collect Survey Data**
- **Respond to Business Visits**
- **Insure Follow-up**

### **Obtain Commitment**

- **Active Involvement**
- **Identify Task Force Coordinator, Members**
- **Identify Target Businesses**
- **Review and Modify Business Survey**
- **Identify and Recruit Volunteer Visitors**

### **Organize Projects**

- **Role of Task Force Coordinator, Members**
- **Program Objectives, Scope and Timetable**
- **Orientation and Training**
- **Review Critical Community, Market and Economic Analysis**
- **Confirm Business Survey and Target Business List**
- **Establish Procedural Logistics**

### **Survey Instrument**

- **Business Characteristics**
- **Labor Force**
- **Market Factors**
- **Competition**
- **Sources of Goods, Materials and Supplies**
- **Business Factors**
- **Business Problems**
- **Information and Assistance Needed**
- **Other Issues**

### **Visit Businesses**

- **Schedule Visits and Introduce Program**
- **Collect Data**
- **Identify Urgent or Critical Problems**
- **Debrief Visit**

### **“Red Flag” Problems**

- **Business Closing or Leaving Area**
- **Business Expansion Elsewhere**
- **Service Complaints – Especially City, County Services**
- **Quality Issues**
- **Supplier Issues**

### **Respond to Business Visits**

- **Immediate Response to “Red Flag” Problems**
- **Other Follow-up Responses**
- **Data Input and Analysis**
- **Draft Report and Recommendations**
- **Presentation of Results to Community**
- **Long Term Plans and Implementation Strategy**

### **Report**

- **Introduction**
- **Executive Summary**
- **Business Visit Process**
- **Results Including Actions Taken**
- **Recommendations**
- **Next Steps**

### **Develop Projects**

### **Monitor, Evaluate, Repeat**